



Stay in Grey Tourism Update



You'll need more than a day to Play in Grey

A Grey't Start

We launched Stay in Grey in June 2013 with a mission of putting a focus on Grey Highlands and the surrounding area as a place to Stay & Play. Our website www.stayinggrey.ca is a one stop tourism spot and promotes our area as a place to “drive to” rather than “drive through”, in every season. Since our launch seven months ago we have been very pleased with the response and are proud of our accomplishments which have included:

- Stay in Grey official launch in June 2013 made the front page of the Flesherton Advance.
- The Stay in Grey website has had 1,534 visits in 2013 with 813 of those being new visits. On average website visits were duration of 3 minutes and 3 pages were visited.
- Stay in Grey currently has 25 advertising area members, including 15 area accommodations.
- We support local community groups, artist events, culture and museums through Social Media and our website.
- Active on Facebook – with a peak organic reach of 345 – daily posts reaching on average 100 people. www.facebook.com/stayinggrey
- Our blog pages covering local events and attractions have had over 900 page views combined.
- We have participated in several community events including the Markdale Cruise Night and Eugenia Gold Rush Days.
- Members Open House prompted a personal interview by Bayshore Media resulting several on air radio ads.

TOURISM TIDBITS

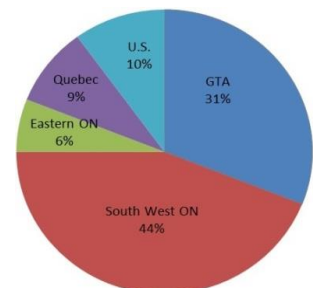
MORE “SLEDDERS” THAN EVER
AREA ACCOMMODATIONS REPORTING MORE “SLEDDERS” ON THE SNOWMOBILE TRAILS THAN EVER BEFORE - SOME EVEN ARRIVING ON THEIR SLEDS.



GREY IS A CYCLING HOT SPOT
OUR AREA OFFERS CYCLISTS GREAT SCENERY, QUIET ROADS, ACCESS TO SERVICES, QUICKLY MAKING US A FAST GROWING HOT SPOT. NEW ROUTES RELEASED NOW FOR 2014.



REGIONAL SOURCES OF VISITORS TO GREY OVERNIGHT/DAY TRIP





Stay in Grey Members

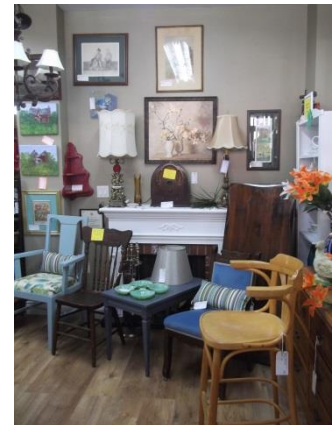
Our members were busy in 2013 and we had the opportunity to promote them through our website, blogs, event participation and social media. Some of our member's accomplishments include:

- Kimberley General Store won Best Butter Tart and Best Milk Shake as named by Days Out Ontario. Congratulations Stacie!
- Then and Now Consignment is booming, having celebrated their first year of operation in 2013, as well as a store expansion. Love their keen eye for design.
- Grey County Artists enjoyed several shows including one hosted at the Collingwood Library and a show at the first Culture Days in Flesherton. So many talented artists.
- The Guest House at Eugenia Falls hosted post ride meeting of Grey County Tourism / Welcome Cyclist test of the new recreational cycling route around Lake Eugenia. Rosanne is working on a collaborative opportunity with Ride On Bikes.
- Kickin' Back Alpaca Ranch was busy attending several area Farmer's Markets, supporting great causes and hosting an Open Barn. Once you talk to owners Carolyn and Doug, their passion is contagious!
- Cedars Resort launched new experiences for their guests and Stay in Grey members. These include Cooking in the Country classes, Ice Fishing Hut Rentals, Boat Rentals for Lake Eugenia, and are you ready for this, including a Bass Master Pontoon Boat. Always on the go Gary!
- Danby House remodel is now complete and has launched her new website. Barb, our very first member of Stay in Grey, has recently joined the management team at Stay in Grey. Barbs professional background is a great addition to the team!
- Sidekicks Café launched their new menu and website that is as sunny as John and Susie themselves. There is no question why they have so many regular customers.
- Nurture Sensible Pet Solutions is catching everyone's eye with the Doggie Wash display outside of the store. Clever work Debbie, we will be sure to direct our pet lovers your way.
- Steal This Trail was released as a digital book through Amazon, written by local author Barbara McKay. Congratulations!

OUR MEMBERS



Kimberley General Store



Then & Now Consignment



Nurture Sensible Pet Solutions



Kickin' Back Alpaca Ranch

www.stayinggrey.ca

FAST FACTS

WHAT OUR WEBSITE DOES FOR OUR MEMBERS – 2013 STATS

PAGE VISITS ON WEBSITE JULY TO DECEMBER 2013



WHAT THIS MEANS TO YOU.....

WITH OVER 3,500 UNIQUE PAGE VIEWS THIS MEANS THAT YOU HAVE THAT MANY OPPORTUNITIES TO MAKE A FIRST IMPRESSION.

■ New Visitor ■ Returning Visitor



WHAT THIS MEANS TO YOU.....

ALMOST HALF OF OUR WEBSITE TRAFFIC ARE RETURNING, MEANING THAT VISITORS ARE SEEING YOUR BRAND SEVERAL TIMES OVER – PROOF POSITIVE MARKETING



New & Upcoming

Stay in Grey is working on many Play & Stay initiatives for the Grey Highlands and surrounding areas which will engage tourists to stay in our area accommodations and businesses. Be sure to check out our website for these new and upcoming programs:

- **Cycle & Stay**- a Stay in Grey initiative being launched as a pilot project this month at the Toronto Bike Show. Danby House and The Guest House at Eugenia Falls have been collaborating with Georgian Bay Cycle Tours in developing this tourism program. This is a “spin off” of the Grey County Tourism’s initiative with Welcome Cyclists in developing the cycle routes and attractions in Grey County. This is the first tourism package released by the Stay in Grey Management Team, with more under development.
- **Grab a Grey’t Deal** – offering special pricing for last minute weekend couples getaways. Participating accommodations members will offer their rooms which have not been booked for the weekend on the Thursday prior.
- **Play & Stay Adventures** – we take all the effort out of planning your activities for the weekend with our Play & Stay Adventures, offering weekend experiences for couples and families alike.
- **Celebrate & Stay** – offering venue options as well as accommodations for family reunions, anniversaries, intimate weddings and other special celebrations. More to come soon.

Become a Member

Enjoy the benefits.....

- You will be connected to Grey Highlands’ tourism community, trends and issues.
- You will be automatically linked to the Social Media scene.
- Your target market will be kept informed and aware of the pleasures of staying or playing at your establishment
- Your website will gain increased exposure by being linked from www.stayinggrey.ca
- You will tap into new tourism programs, packages and initiatives researched, created and developed by the Stay in Grey team.
- Your establishment will receive increased exposure through www.stayinggrey.ca’s reach.
- You will get all this and more for an annual fee of \$60 - that’s only \$5 per month!
- **JOIN NOW!** Click on the link below and fill out the online form. [CLICK HERE TO JOIN ONLINE](#)